



WEWS

ORDER

Print Date 10/24/12 Page 1 of 2

Flight Dates 10/25/12-11/05/12

<u>Contract / Revision</u>	<u>315734</u>	/	<u>Thomas Peterffy</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>				<u>Estimate #</u>	1547
	10/24/12	10/24/12		<u>Alt Order #</u>	
<u>Advertiser</u>	Thomas Peterffy			<u>Billing Type</u>	Cash
			600 Fairmont Avenue - Suite #306	<u>Order Type</u>	GENERAL
			Towson, MD 21204	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Mentzer Media			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>				<u>Demographic</u>	A35+
			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL POL ISS
600 Fairmont Avenue - Suite #306			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL
Towson, MD 21204			<u>Agency Ref</u>	<u>Priority</u>	P-1
				<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBNX	%		
WDLI	%		
WEAO	%		
WGNN	%		
WJW	%		
WKYC	%		
WMFD	%		
WOAC	%		
WOIO	%		
WQHS	%		
WUAB	%		
WVIZ	%		
WVPX	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	2	\$5,950.00	\$7,000.00	0.00	10/01/12	10/28/12	2	\$5,950.00	\$7,000.00
November 2012	17	\$80,750.00	\$95,000.00	0.00	10/29/12	11/05/12	17	\$80,750.00	\$95,000.00
Totals	19	\$86,700.00	\$102,000.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/25/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	1:00	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	MTWTF--		1	\$3,000.00			0.00					
		Week: 11/01/12	11/07/12	M - TF -		1	\$3,000.00			0.00					
N 2	WEWS	10/25/12	11/05/12		CM	12-12:30p	MTWTF--	1:00	1	\$4,000.00	P-1	0.00	NM	3	\$12,000.00



Contract / Revision **315734** Flight Dates **10/25/12-11/05/12** Hiatus Dates

Original Date / Revision 10/24/12 / 10/24/12 Order Sep 00:20:00

Advertiser **Thomas Peterffy** Product **Thomas Peterffy** Estimate # **1547**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
M-F 12-1230pm News 12-1230p News																
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating						
Week: 10/25/12	10/31/12	MTWTF--		2	\$4,000.00			1:00	1	0.00						
Week: 11/01/12	11/07/12	M- TF--		1	\$4,000.00					0.00						
N 3 WEWS	10/25/12	11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p		MTWTF--	1:00	1	\$4,000.00	P-1	0.00	NM		2	\$8,000.00
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating						
Week: 10/25/12	10/31/12	MTWTF--		1	\$4,000.00			1:00	1	0.00						
Week: 11/01/12	11/07/12	M- TF--		1	\$4,000.00					0.00						
N 4 WEWS	10/25/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p		MTWTF--	1:00	1	\$7,000.00	P-1	0.00	NM		2	\$14,000.00
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating						
Week: 10/25/12	10/31/12	MTWTF--		1	\$7,000.00			1:00	1	0.00						
Week: 11/01/12	11/07/12	M- TF--		1	\$7,000.00					0.00						
N 5 WEWS	10/25/12	11/05/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p		MTWTF--	1:00	1	\$8,000.00	P-1	0.00	NM		2	\$16,000.00
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating						
Week: 10/25/12	10/31/12	MTWTF--		1	\$8,000.00			1:00	1	0.00						
Week: 11/01/12	11/07/12	M- TF--		1	\$8,000.00					0.00						
N 6 WEWS	10/25/12	11/05/12	M-F 1135p-1202a Nightl M-F 1135p-1202a Nightl	CM	1135p-1207x		MTWTF--	1:00	2	\$5,000.00	P-1	0.00	NM		5	\$25,000.00
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating						
Week: 10/25/12	10/31/12	MTWTF--		3	\$5,000.00			1:00	2	0.00						
Week: 11/01/12	11/07/12	M- TF--		2	\$5,000.00					0.00						
N 7 WEWS	10/25/12	11/05/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late Ne	CM	11-1135p		MTWTF-S	1:00	1	\$9,000.00	P-1	0.00	NM		2	\$18,000.00
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating						
Week: 10/25/12	10/31/12	MTWTF- S		1	\$9,000.00			1:00	1	0.00						
Week: 11/01/12	11/07/12	M- TF- S		1	\$9,000.00					0.00						
N 8 WEWS	10/28/12	10/28/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a		-----S	1:00	1	\$3,000.00	P-1	0.00	NM		1	\$3,000.00
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating						
Week: 10/25/12	10/31/12	-----S		1	\$3,000.00			1:00	1	0.00						
Totals														\$102,000.00	19	